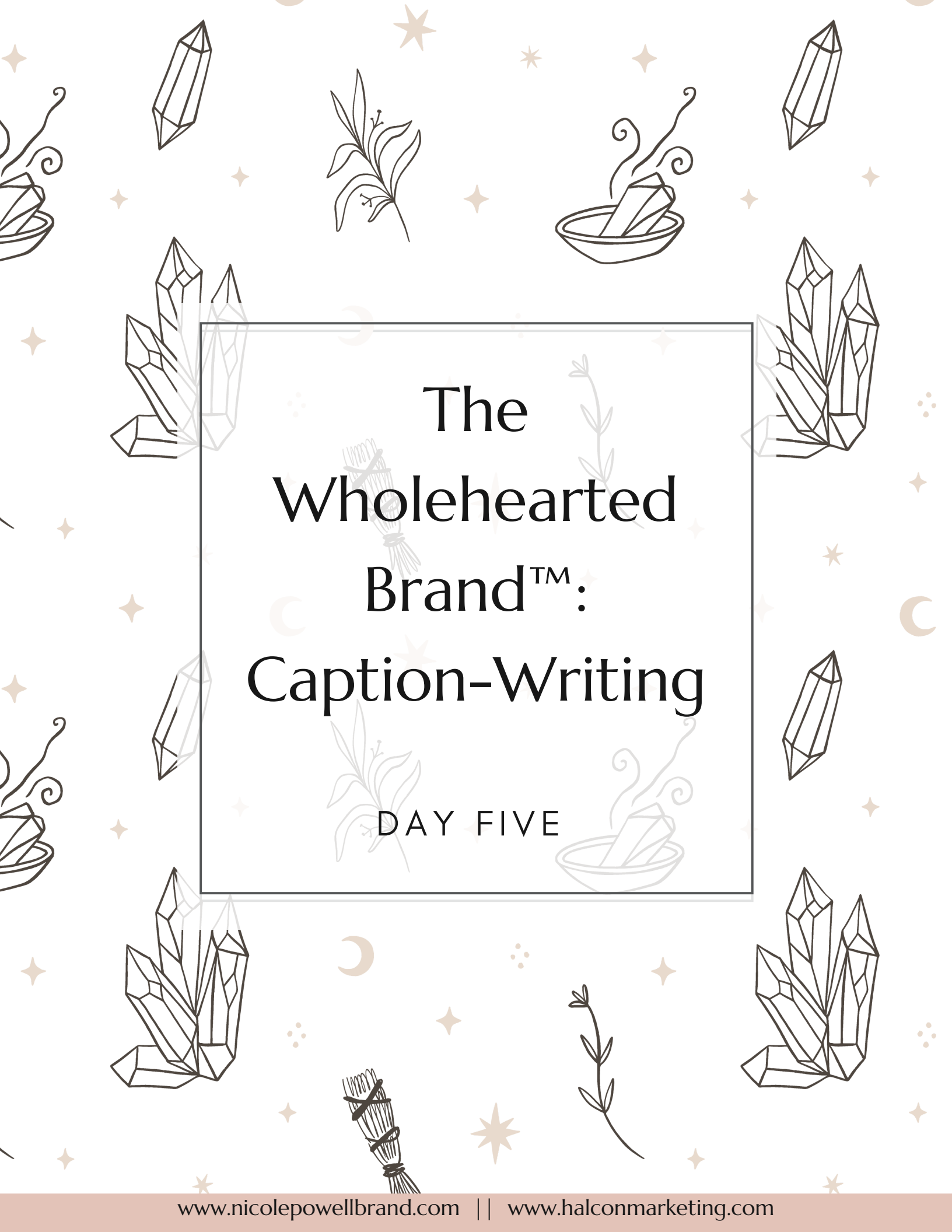


The background is a light cream color adorned with various line-art illustrations. These include several large, faceted crystals, some of which are clustered together. There are also sprigs of herbs, some with leaves and small flowers, and a small bowl containing a bundle of sticks with smoke rising from it. Scattered throughout are small, four-pointed stars and crescent moons. A large, thin-lined square frame is centered on the page, enclosing the main text.

The Wholehearted Brand™: Caption-Writing

DAY FIVE

CHALLENGE

day five

If your posts get likes but rarely receive a comment or DM, chances are your audience is not reading your captions. Below are examples of effective social media copywriting strategies, which will help with cultivating authentic connections with your audience increasing engagement.

Don't give too much away in your graphic or image.

Make the audience want to read your caption to get more context.

Have a strong first sentence/headline.

Your goal as a copy or caption writer is to hook your audience right from the beginning, so they want to "Read More."

Encourage conversations throughout your caption.

Don't just ask a question at the end of the caption. Ask for feedback or input throughout the post.

Don't bury the key takeaways and insights.

Don't make your reader have to wait too long for the big AHA moment.

FOMO

Write captions that evoke a sense of urgency, exclusivity and scarcity.

CHALLENGE

day five

Always seek to evoke emotion.

No matter your brand tone or voice, make your readers stop, think, reflect and feel.

Be generous with your knowledge.

Write captions featuring tips, news, facts and more that leverage your audience's desire to learn, grow and evolve.

EXAMPLE CAPTION

Do you ever feel stuck?

*I know I do sometimes. You can sometimes feel like things are just happening *to you* and you have no control over the outcome.*

Sure, there are some things we truly have no control over like other people's actions, reactions, or opinions of us; but even in these situations, we can be the designer of our thoughts and actions, right? We can CHOOSE not to let any negativity or anything outside of our control change our outlook or affect our energies.

Even in instances where we feel stuck, we still have a way to customize our life by adjusting how we think, process, or respond to life's surprises.

How have you customized your life and threw caution to the wind to do what YOU wanted to do?



CONGRATULATIONS!

You completed the 5-Day Challenge!

The best brands invest time and energy into great copywriting. It is one of the best and most powerful tools in your toolbox to create authentic connections with your ideal clients and customers.

We all don't have the luxury to be able to have face-to-face conversations with our ideal clients, so copywriting on platforms like social media is essential in building relationships. For this reason, your captions need to be intentional and founded on impactful brand storytelling.

Now that you've learned my process for inspiring and efficient writing, it's time to practice! Remember, it's all about QUALITY over QUANTITY, so focus on your storytelling and crafting engaging posts, rather than the # of posts per week.

Hone in your copywriting skills and watch your authentic connections grow.



“

Your life is customizable.
You (and you alone) are the
designer of your
custom-made

life.



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